

Subject: Marketing Report for the week of 7/4/16

From: Henna Sherzai <HSherzai@downtownla.com>

Date: 07/08/2016 05:30 PM

To: Carol Schatz <cschatz@ccala.org>, Suzanne Holley
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CC: Shawn Bratton <sbratton@ccala.org>, Lena Mulhall <lmulhall@ccala.org>

Hi Carol & Suzanne,

Below is the marketing department activity report for the week of July 4, 2016.

Thank you!

Henna

- Rebrand:
 - o Briefed in Safety cards for design
 - o Worked on: Maintenance vests, 24-Hour Hotline magnets, vehicle notice cards
- Summer in the City Campaign:
 - o Created and submitted KCRW ads and radio copy
 - o Edited and submitted press release for approval
- Created and submitted Dog Day remarks for approval
- Met with Nick re: development of marketing plan for Innovate DTLA and began researching PR firms
- Finalized OUE kiosk Ambassador plan with Brian and Mike
- Met with new Sales Manager at The Standard re: their rebrand and how we can help promote
- Had intro call with Sensis Marketing Agency re: partnerships & promotion and Roundtable attendance
- Had intro call with RADD re: partnerships & promotion, invited to speak at Roundtable
- Updated Innovate DTLA web page and blog post with video embeds and images
- Prepared June Marketing report for July board meeting
- Held weekly status meeting with Mike
- Held weekly PR status call with Macy & Associates
- Held status meeting with Proof

Mike

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning (Dog Day, BBQ, Halloween)
- Continued event sponsorship requests
- Weekly call with Proof Interactive
- Weekly meeting w/ Henna

- Sent email invites July Roundtable meeting
- Continued entering DTLA summer events for campaign
- Had meeting with Standard Hotel Sales Manager w/ Henna
- Finalized Dog Day event posters w/ Kevin
- Finalized Dog Day vendors
- Started building the BBQ and Halloween webpages
- Had call with Berman PR regarding Halloween event
- Created & sent out July E-Newsletter
- Finalized Q2 District News for Kevin to design
- Managed new Welcome Map delivery to storage and Certified Display

Kevin

CCA

- Chief of Staff Reception: Flyer revisions
- Dreams magazine: Ad
- Q2 Newsletter: Layout, Revisions

DCBID

- Rebranding:
 - o Safety Cards
 - o Uniforms: Downtown Guides
- Summer in the City: DT News ad, Web banners
- Dog Day: Day-of posters
- ReMix: Event graphic ideas
- E Newsletter: Design & graphics updating

EconDev

- Innovate DTLA: Photo resizing

Henna Sherzai

Director of Marketing & Communications

 <https://www.downtov>

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